HSUS SPONSORS "EARTHBEAT"

W ho says the news is al­
ways bad? Tune in to the
Turner Broadcasting Sys­
tem (TBS) on Sundays, starting
October 15, and watch "Earth­
beat," a new, international,
weekly series of half-hour pro­
grams featuring real, action­
supported, data-based stories.
The first regularly scheduled
program features actress
Patricia Finches, director of the Na­
tional Association of Humane and
Environmental Education (NAHEE), and
the Alaska Department of Wild­
life's Larry Elam. The show will
focus on data submitted by con­
cerned individuals regarding domestic
and wild animals that are in­
jured or killed by steel-jawed
leghold, Conibear, or neck­
snare traps. If you know of
anyone involved in a case of a
"non-target" animal being killed or injured by a trap, ask
him or her to contact The
HSUS to obtain the standard
HSUS trapping case report
form. We are compiling this
information on non-target trap­
ning to make available na­
tionally, regionally, and locally
as needed to help end this
cruelty. Please send your
hotline reports to the Animal
Protection Division, HSUS,
2100 L St., NW, Washington, DC
20007, for a trapping case report
kit to disseminate to ap­
propriate persons in your
community.

Data on trapping of non-target animals, such as this Doberman,
will be immediately with some of
the ideas presented. Each episode
will end with an "Action
Guide" offering information on
organizations to be supported, a
list of initiatives people are
taking all over the world, and
effects of individual life-style
choices. The show's producers
will work with foreign networks
in an exchange arrangement
designed to make "Earthbeat" a
global program dedicated to
world improvement.

"Earthbeat" will encourage
millions of people to do some­
thing, if only within their
own neighborhoods, to help
improve the environment and
society," Dr. Hoyt asserted. "These
people might otherwise have
done nothing, believing their
efforts would not make a differ­
ce."

"Earthbeat" will air on Sun­
days at 11:00 p.m. EST, 10:00
p.m. CST, and 8:00 p.m. PST.

DIVISION REPORTS

CRUELTY

TARGETING TRAPPING CRUELTY

The HSUS anti-trapping campaign depends largely on data submitted by concerned
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For our 1989 fall campaign, The HSUS has placed this
ad featuring actress Carré
Oatis in prominent national
magazines, including the
popular Cosmopolitan.

* Formerly the National Association for
the Advancement of Humane Education.

A new sanctuary is proposed for Assisi, Italy.

With its name change, NAHEE has launched new, successful proj­
cts from the wooded Norma Terris Center in East Haddam, Con­
necticut.

INSTRUCTING TRAPPING CRUELTY

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